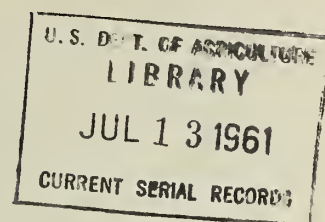


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CONSUMER PURCHASES OF



CITRUS AND OTHER JUICES

MARCH 1961

CPFJ-115

U. S. DEPARTMENT OF AGRICULTURE
ECONOMIC RESEARCH SERVICE
IN COOPERATION WITH
THE FLORIDA CITRUS COMMISSION

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, canned grapefruit sections, and canned fruit drinks. Beginning with January 1961, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 10,000 household consumers. This is an expansion of the sample of about 6,000 households that was used from 1954 through 1960.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice. However, the data are considered reliable indicators of both trends and relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

May 1961

Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America



Growth Through Agricultural Progress

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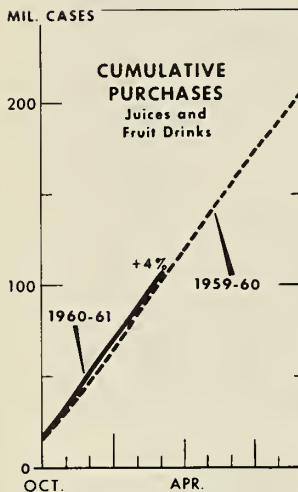
CONSUMER PURCHASES OF CITRUS AND OTHER JUICES
MARCH 1961

By Clive E. Johnson
Marketing Economics Division
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases by hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons.

SUMMARY

The total quantity of frozen concentrated juices (equivalent single-strength), canned single-strength juices, and canned fruit drinks purchased by household consumers in March 1961 was down 4 percent or 710,000 cases from the same month of 1960. Canned grapefruit juice, pineapple juice, and orange drink were purchased in substantially greater volume than a year earlier, and chilled orange juice and miscellaneous fruit drinks were up moderately. But those gains were more than offset by drops of 36 percent in purchases of canned orange juice and 11 percent in frozen orange concentrate, and lesser declines in miscellaneous frozen concentrates, tomato juice, prune juice, and pineapple-grapefruit drink. Purchases of canned grapefruit sections, the only nonjuice product reported, were moderately greater than a year earlier.



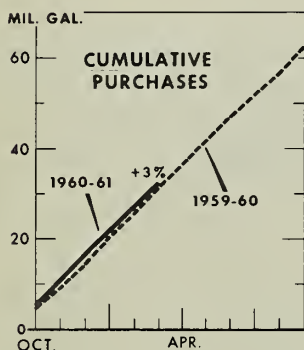
March purchases of juices and drinks, and January and February purchases were off from a year earlier, and the gain in cumulative buying for the season beginning with October shrank from 13 percent at the end of 1960 to 4 percent at the end of March, as indicated by the chart.

Retail prices were higher than a year earlier, and despite the drop in purchases consumer expenditures increased \$2.7 million, or 4 percent. About \$2 million of the gain was accounted for by a net increase in expenditures for orange juices and drinks, and \$0.4 million by greater expenditures for canned grapefruit juice and canned grapefruit sections. Increased spending was also reported for pineapple juice, miscellaneous canned juices, and canned fruit drinks. On the other hand, consumers reduced their expenditures for miscellaneous frozen concentrates and pineapple-grapefruit drink.

Sales of oranges for fresh use in March 1961 were below a year earlier. Production of frozen orange concentrate through March was ahead of 1959-60, but output of canned orange juice lagged far behind. Sales of grapefruit for fresh use were up from the preceding March. Production of canned grapefruit sections was a little ahead of 1959-60, but canned grapefruit juice was down sharply.

FROZEN AND CHILLED JUICES

MORE SPENT FOR FROZEN ORANGE CONCENTRATE

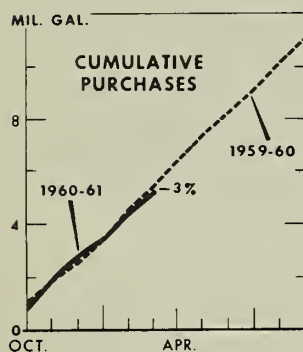


In March 1961 household consumers spent \$23.4 million for frozen orange concentrate, 9 percent more than in the same month of 1960. The greater expenditure was associated with an increase in price from 18.1 to 22.1 cents per 6-ounce can. The higher price more than offset a drop of 600,000 gallons, or 11 percent in volume of purchases. The retail price of frozen orange has been on the upturn for nearly a year, and the March price was the highest since late 1959.

Purchases have been on the decline since October and total purchases in the first half of the 1960-61 season were not much above the corresponding period of 1959-60, as indicated by the chart in the margin. ^{1/}

Buying-family purchases averaged only 7.1 cans in March, compared with 8.3 cans a year earlier. The proportion of families buying, however, at 28.1 percent was up a little. (See pages 12 and 24.)

LESS SPENT FOR MISCELLANEOUS FROZEN CONCENTRATES

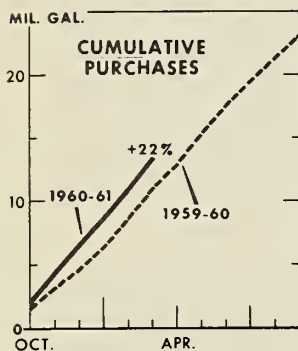


Retail movement of miscellaneous frozen concentrates was down 50,000 cases, or 6 percent, from March 1960. Unlike frozen orange concentrate, prices for these products at 18.7 cents per 6-ounce can were only slightly higher than a year earlier. Consumer expenditures declined moderately.

The season's purchase, as shown by the chart, remained a little below the corresponding 6-months of 1959-60. (See table 1, page 11.)

^{1/} Monthly and cumulative data are for 28-day periods to facilitate comparisons.

CHILLED ORANGE JUICE CLIMBS TO NEW HIGHS



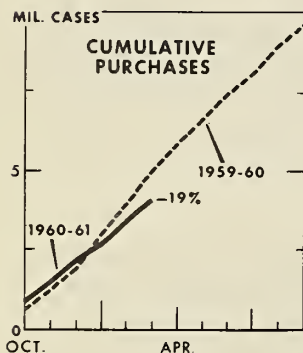
The accelerated movement of chilled orange juice continued in March with both purchases and consumer spending rising to new highs for this 5-year series. The purchase volume was up 5 percent, or 110,000 gallons, from a year earlier. While the increase in buying has slowed since January, purchases for the season, nevertheless, are 22 percent ahead of the same time in 1959-60.

Retail prices were up from 38.7 cents per quart in March 1960 to 40.6 cents in March 1961. With both volume and prices up, consumer expenditures were 12 percent greater than a year earlier. The price paid was the highest reported for more than a year.

Consumption amounted to about 3.6 quarts for the 4.9 percent of families buying. The high level of purchases prevailing in the 1960-61 season is associated with a greater number of families buying the product. (See page 13.)

CANNED SINGLE-STRENGTH JUICES

EXPENDITURES FOR CANNED ORANGE JUICE OFF SUBSTANTIALLY



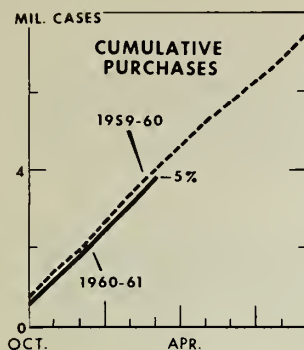
Supplies of canned orange juice were comparatively low in March, and prices climbed 1.5 cents over February and 6.8 cents over a year earlier to reach 43.5 cents per 46-ounce can. Purchases fell off 340,000 cases, or 36 percent, from the preceding March, and consumer expenditures were only three-fourths as great. Expenditures in March were also moderately smaller than in September 1959, when prices reached a peak of 46 cents.

Only 5.8 percent of families bought as against 7.9 percent a year earlier. With the continued increase in population, this proportion represented the fewest families buying reported in this 12-year series. The buying-family purchase of 1.9 cans was also considerably smaller than a year earlier. (See page 14.)

GRAPEFRUIT JUICE AT HIGHEST LEVEL SINCE 1959

Retail movement of canned grapefruit juice climbed 18 percent or 110,000 cases over both the preceding month and a year earlier, to rise to the highest level since October 1959. This brought cumulative purchases for the season to within 5 percent of the 1959-60 volume.

Prices declined 1.4 cents during March to 30.2 cents per 46-ounce can--the lowest reported in 2 years. De-

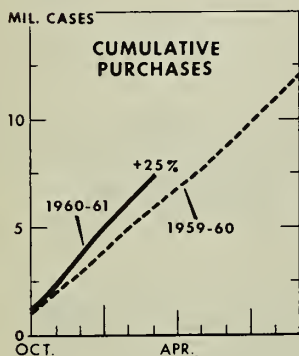


spite the price decline, consumer expenditures were up 11 percent from a year earlier.

Buying-family purchases at 2.4 cans were the largest made for several years. The proportion of families that bought, however, was moderately smaller than in the preceding March. (See page 15.)

Production of grapefruit juice thus far in the current season and canners' inventories at the end of March were substantially smaller than a year earlier.

PINEAPPLE JUICE GAINS 4 POINTS IN SHARE OF MARKET

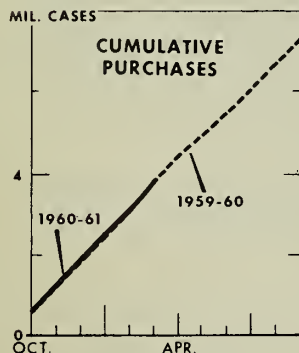


Pineapple juice had an 18-percent share of the retail market for canned juices in March, compared with 14 percent a year earlier. This reflected a 30-percent increase (270,000 cases) in purchases over the low March 1960 volume. Buying has been heavy throughout the 1960-61 season, and cumulative purchases are 25 percent ahead of the first half of 1959-60.

Buying-family purchases averaged 2.1 cans for the 10 percent of families using the product. Both components of total purchases were well above year-earlier levels.

The retail price of pineapple juice continued to creep up, but at 29 cents per 46-ounce can, March prices were 2.8 cents below a year earlier, and differed but little from the 1954-58 average for the month. Consumer expenditures, as a result of the sharp increase in volume, were 19 percent greater than in March 1960. (See page 16.)

PRUNE JUICE SLIPS A LITTLE

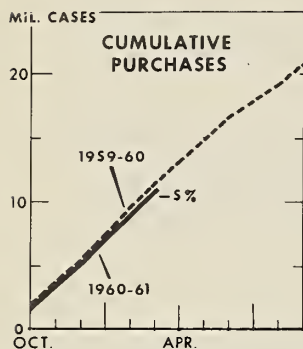


March purchases of prune juice for home use were slightly lower than in the same month of 1960. This brought total purchases for the first 6 months of the season to the same level as in 1959-60. Cumulative purchases were also about the same as the 1954-58 October-March average.

Family consumption amounted to 2.3 quart bottles among the 7.2 percent of families buying. The size of purchase was a little larger than a year earlier, but the proportion of families buying was smaller.

The average quart bottle of prune juice cost consumers 44.1 cents, 0.4 cent more than a year earlier, and 10 cents more than the 1954-58 March average. The total amount spent by consumers for prune juice was nearly the same as in March 1960. (See page 17.)

TOMATO JUICE OFF MODERATELY

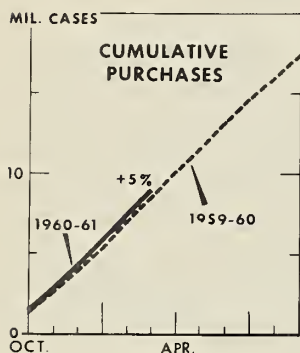


Fewer families bought tomato juice in March than in the same month in 1960. As a consequence, the total volume of purchases was off 100,000 cases, or 5 percent.

Purchases have lagged behind year-earlier levels throughout the 1960-61 season, and total movement through March was moderately lower than in the same months of 1959-60.

The average 46-ounce can of tomato juice cost consumers 28.6 cents, an advance of 1.3 cents over a year earlier. Consumer expenditures held at the March 1960 level. (See page 18.)

MISCELLANEOUS CANNED JUICES STEADY

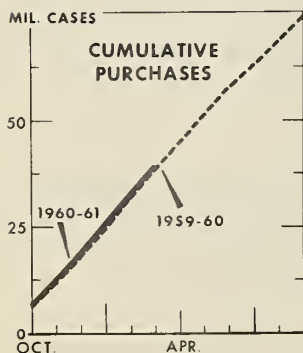


Miscellaneous single-strength juices were bought in about the same quantity and by about the same proportion of families as in March 1960. Family consumption amounted to 1.5 cans, for the 19 percent of families purchasing these products.

These products accounted for 24 percent of total purchases of canned juices in March, compared with 23 percent a year earlier.

An average 46-ounce can of miscellaneous juices cost 37.9 cents, 0.8 cent more than a year earlier. Consumer expenditures were up moderately. (See table 12, page 22.)

CANNED JUICES TOTAL ABOUT THE SAME



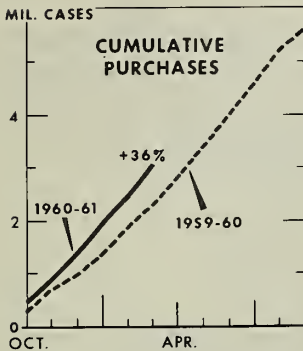
Total purchases of canned juices at 6.6 million cases in March were about the same as in March 1960. The heavy gains made by grapefruit and pineapple juices were offset by reduced purchases of orange, prune, and tomato juices. Total purchases for the season were also at the level of a year earlier.

About 44 percent of families bought single-strength juices in March. Consumption averaged 2.7 cans (46-ounce) per buying family.

The total amount spent for canned single-strength juices was about the same as in the preceding March. This reflected a substantial reduction in expenditures for canned orange juice that offset heavier spending for grapefruit juice, pineapple juice and miscellaneous juices. (See table 14, page 23.)

CANNED SINGLE-STRENGTH FRUIT DRINKS

ORANGE DRINK STRONG

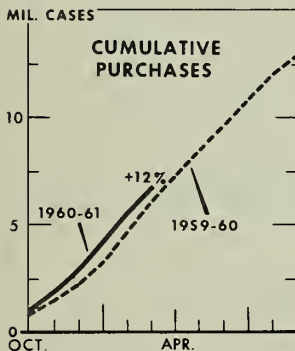


Retail movement of canned orange drink was up 160,000 cases, or 39 percent, from March 1960 in contrast to an 11-percent reduction in purchases of frozen orange concentrate and a 36-percent decline in canned orange juice. Consumption has been near or at record levels during the season and purchases through March were 36 percent ahead of the first half of 1959-60.

The average family purchase in March was 2.5 cans, with 4 percent of families buying the product. The high purchase level in the current season is a result of more families buying and a larger size of purchase than in 1959-60.

Retail prices continued to edge upward. At 32.2 cents, prices were 1 cent higher than a year earlier, and the highest reported in this 8-year series. With both purchases and prices up, consumers spent 42 percent more for canned orange drink than in the preceding March. (See page 19.)

PINEAPPLE-GRAPEFRUIT DRINK OFF 10 PERCENT



March purchases of pineapple-grapefruit drink were off 130,000 cases, or 10 percent from a year earlier when purchases and the proportion of families buying were the highest reported for the product.

About 8.3 percent of families bought, compared with 9.5 percent a year earlier. The size of purchase at 2.7 cans, however, was moderately larger.

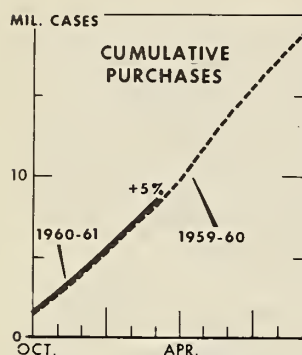
Prices paid by consumers were down 0.6 cent to 27.7 cents per 46-ounce can. At this price, pineapple-grapefruit drink was the least expensive juice or drink reported in March. The amount spent by consumers for this drink was down 11 percent from the same month of 1960. (See page 20.)

MISCELLANEOUS CANNED FRUIT DRINKS GAIN

Purchases of miscellaneous canned fruit drinks were up 90,000 cases, or 6 percent, over March 1960. Cumulative purchases for the season were 5 percent ahead of the corresponding period a year earlier, the same as miscellaneous canned juices.

Buying-family purchases averaged 2.5 cans in March for a rather large gain over a year earlier. The

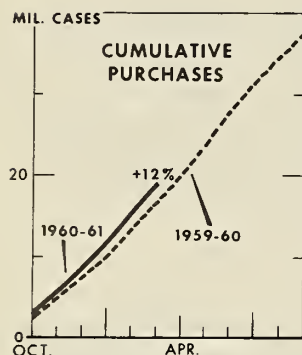
MISCELLANEOUS CANNED FRUIT DRINKS -- continued



proportion of families buying at 11.3 percent, however, was a little smaller.

An average 46-ounce can of miscellaneous fruit drinks cost consumers 34.4 cents, a drop of 1 cent from March 1960. Nevertheless, with the purchase volume up, consumer expenditures were slightly higher than in the preceding March. (See table 13, page 22.)

FRUIT DRINKS UP IN TOTAL

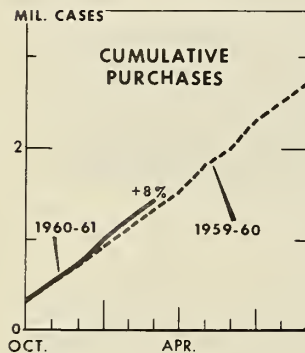


Despite a rather large decline in purchases of pineapple-grapefruit drink, total retail movement of canned fruit drinks was up 4 percent, or 110,000 cases, from March 1960. Total purchases for the season were 12 percent ahead of 1959-60 in contrast to only slight changes in frozen concentrates, and canned single-strength juices.

Purchases of fruit drinks averaged 3.1 cans (46-ounce) among the 20 percent of families that bought these products in March. (See table 14, page 23.)

CANNED FRUIT

GRAPEFRUIT SECTIONS UP MODERATELY

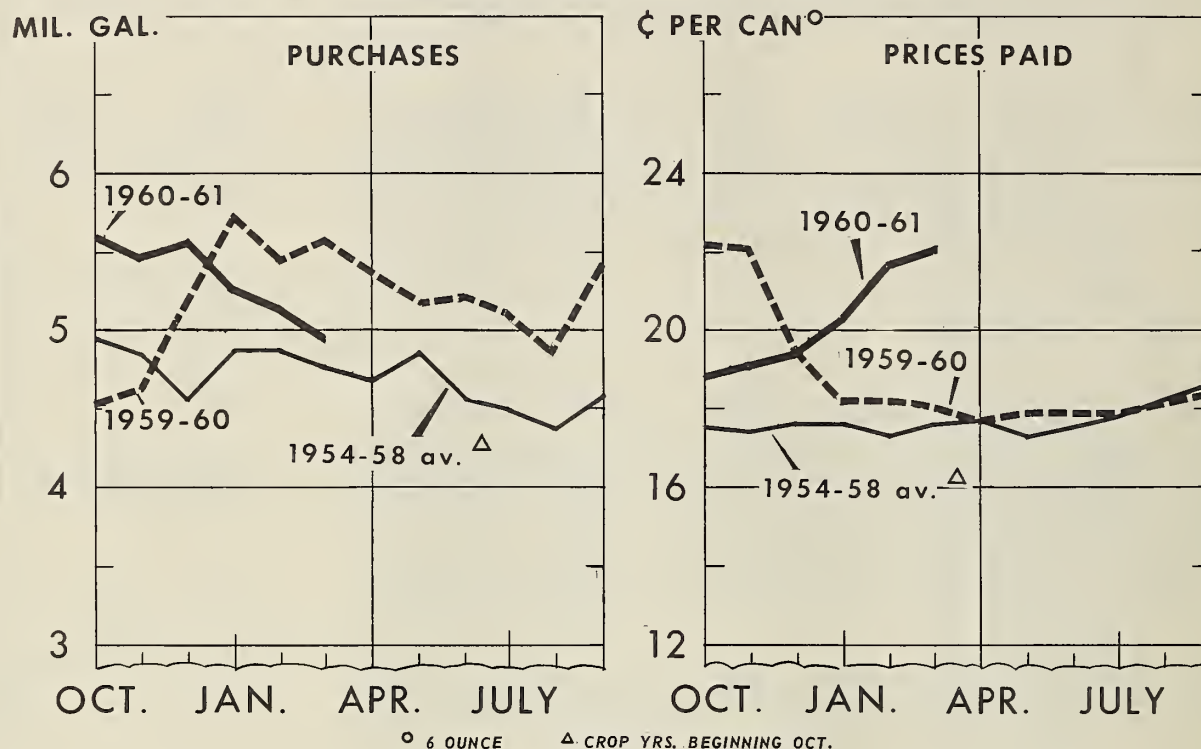


More families bought canned grapefruit sections in March than a year earlier, and purchases were up about 6 percent in total.

Prices advanced 0.9 cent to 21.1 cents per No. 303 can. As a result of both heavier buying and higher prices, total consumer expenditures were 18 percent greater than in March 1960. (See page 21.)

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 1

ECONOMIC RESEARCH SERVICE

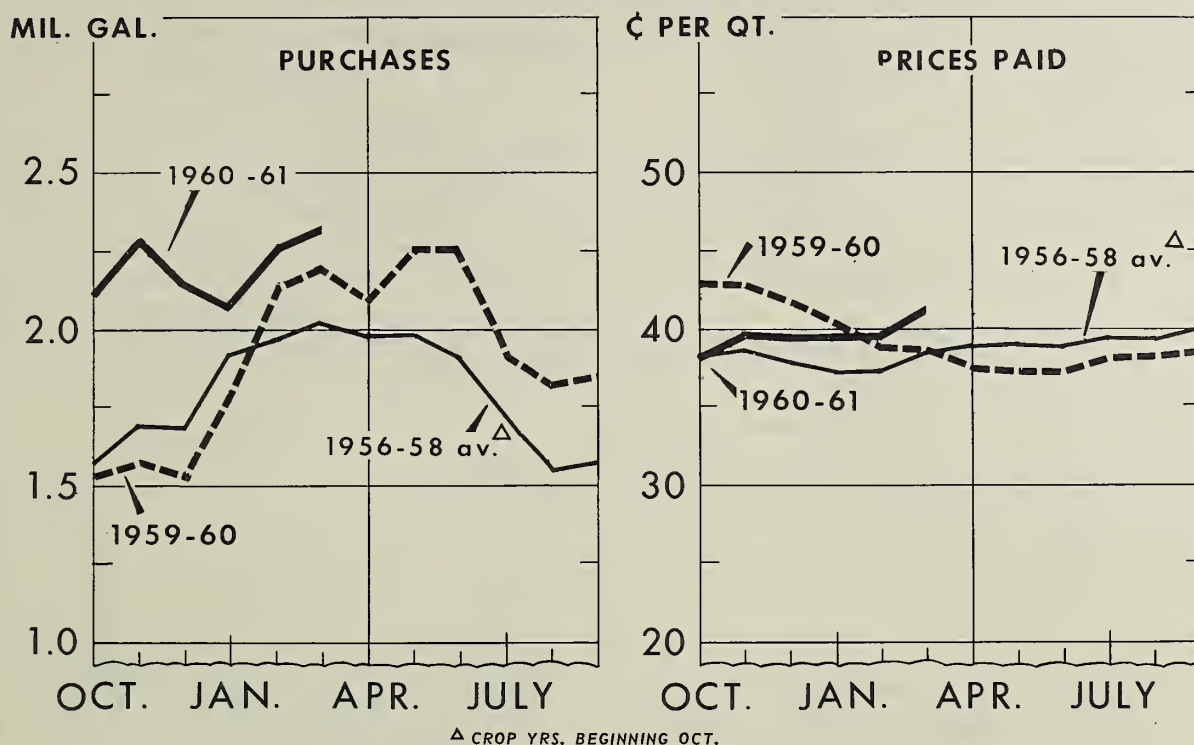
Table 2.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1960- : 1961	1959- : 1960	Average : 1954-58	1960- : 1961	1959- : 1960	1960- : 1961	1959- : 1960	1960- : 1961	1959- : 1960	Average : 1954-58
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,616	4,560	4,957	29.1	26.9	46	41	18.8	22.2	17.5
Nov.	5,458	4,634	4,856	30.1	26.7	46	43	19.1	22.1	17.4
Dec.	5,552	5,138	4,563	30.1	27.9	45	45	19.4	19.4	17.6
Oct.-Dec.	16,626	14,332	14,376							
Jan.	5,257	5,730	4,871	30.2	30.3	41	45	20.3	18.2	17.6
Feb.	5,149	5,444	4,879	28.5	28.1	43	48	21.7	18.2	17.3
Mar.	4,966	5,579	4,771	28.1	27.8	43	50	22.1	18.1	17.6
Oct.-Mar.	31,998	31,085	28,897							
Apr.		5,385	4,692		28.3		45		17.8	17.7
May		5,213	4,874		27.7		46		18.0	17.3
Jun.		5,232	4,566		28.3		44		17.9	17.5
Oct.-Jun.		46,915	43,029							
Jul.		5,081	4,497		27.2		45		17.9	17.8
Aug.		4,879	4,386		27.5		43		18.1	18.3
Sep.		5,433	4,592		29.3		44		18.3	18.6
Season		62,308	56,504						18.8	17.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 2

ECONOMIC RESEARCH SERVICE

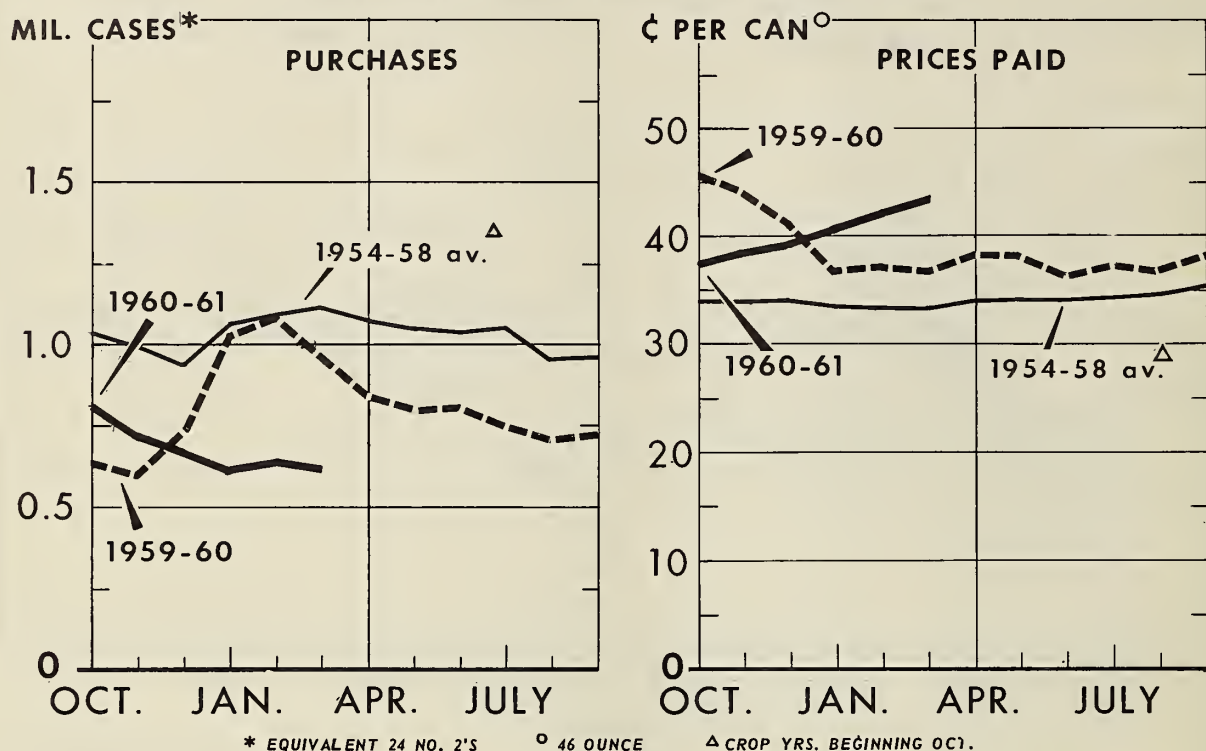
Table 3.-- CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1960- : 1961	1959- : 1960	Average : 1956-58	1960- : 1961	1959- : 1960	1960- : 1961	1959- : 1960	1960- : 1961	1959- : 1960	Average : 1956-58
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,112	1,539	1,574	4.7	3.7	109	103	38.2	42.7	38.5
Nov.	2,282	1,573	1,692	4.9	3.4	110	116	39.7	42.6	38.7
Dec.	2,122	1,532	1,690	4.6	3.5	112	110	39.4	41.7	38.0
Oct.-Dec.	6,516	4,644	4,956							
Jan.	2,070	1,798	1,932	4.7	4.1	104	110	39.6	40.2	37.3
Feb.	2,288	2,153	1,979	5.0	5.1	108	103	39.6	38.8	37.6
Mar.	2,332	2,220	2,021	4.9	4.7	114	116	40.6	38.7	38.6
Oct.-Mar.	13,206	10,815	10,888							
Apr.		2,099	1,982		4.4		113		37.5	38.9
May		2,277	1,987		4.7		117		37.3	39.2
Jun.		2,271	1,923		5.0		108		37.3	39.0
Oct.-Jun.		17,462	16,780							
Jul.		1,911	1,734		4.4		107		38.0	39.5
Aug.		1,829	1,558		4.2		107		38.2	39.5
Sep.		1,846	1,576		4.2		109		38.4	40.1
Season		23,048	21,648						39.1	38.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 3

ECONOMIC RESEARCH SERVICE

Table 4.--SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

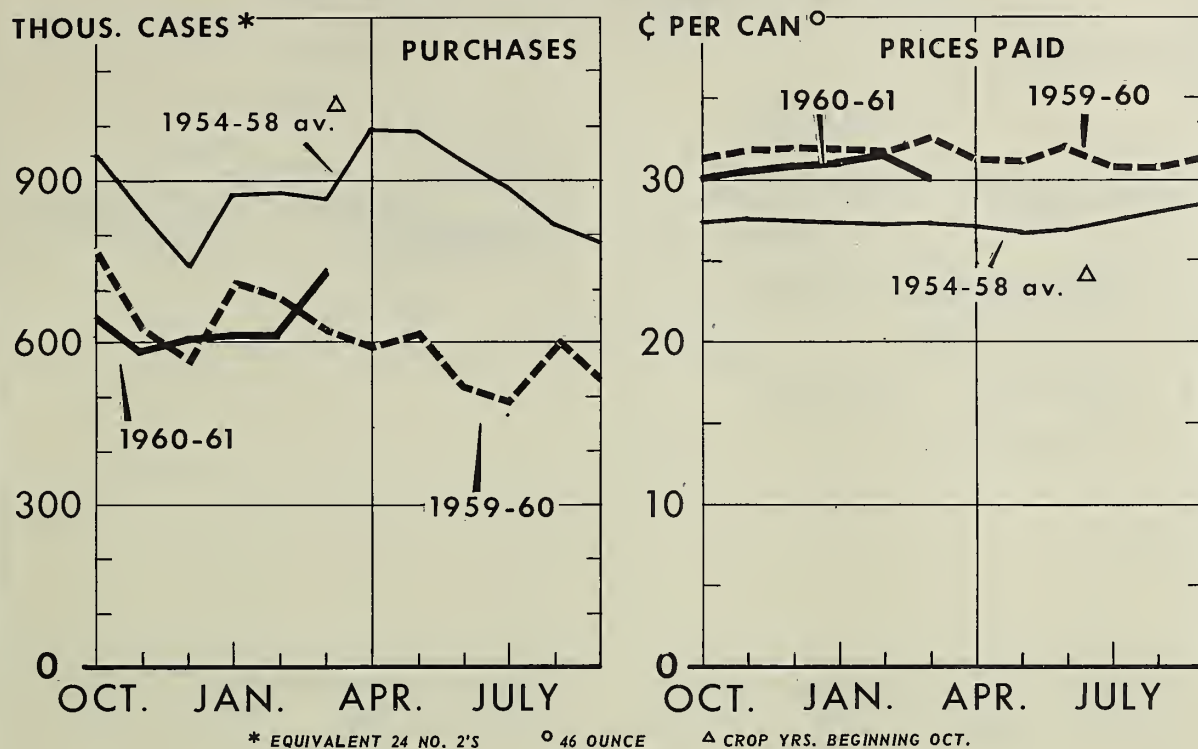
Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	811	626	1,039	7.3	6.1	92	86	37.5	45.5	34.0
Nov.	714	594	998	6.5	5.9	88	86	38.8	43.9	34.0
Dec.	667	726	940	6.2	6.8	90	86	39.2	40.7	34.1
Oct.-Dec.	2,192	1,946	2,977							
Jan.	607	1,021	1,062	5.8	8.4	86	102	40.8	36.7	33.6
Feb.	645	1,066	1,094	5.9	9.9	89	89	42.0	37.0	33.6
Mar.	621	964	1,123	5.8	7.9	84	101	43.5	36.7	33.6
Oct.-Mar.	4,065	4,997	6,256							
Apr.		831	1,067		7.0		98		38.2	34.0
May		782	1,044		6.8		96		38.0	34.1
Jun.		801	1,037		6.8		95		36.8	34.1
Oct.-Jun.		7,411	9,404							
Jul.		733	1,046		6.4		94		37.2	34.4
Aug.		709	950		6.8		87		36.9	34.8
Sep.		716	952		6.7		89		38.0	35.5
Season		9,569	12,352						38.5	34.1

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

Equivalent cases 24 No. 2 cans...432 ounces per case.

SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 4

ECONOMIC RESEARCH SERVICE

Table 5.--SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

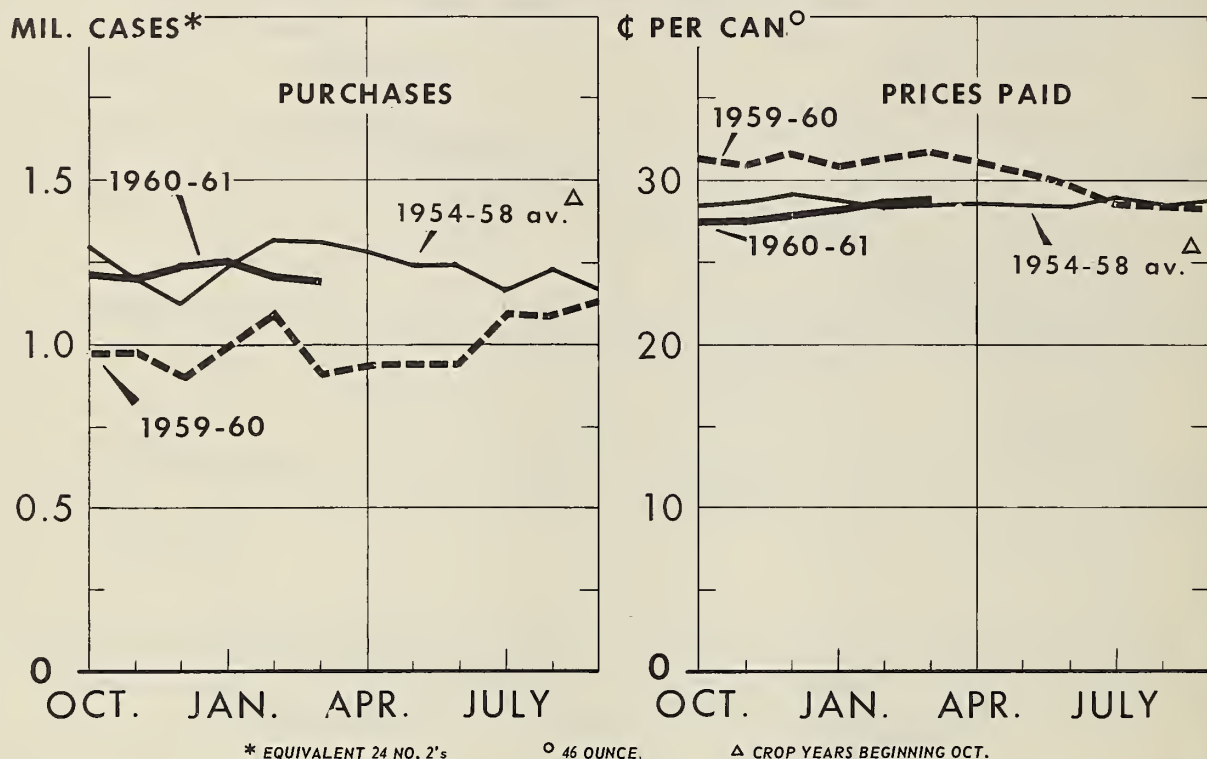
Period 1/	Total purchases 2/			Proportion of families buying 2/		Purchase per buying family		Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	648	773	942	5.5	6.5	97	102	30.1	31.2	27.4
Nov.	583	628	841	5.0	5.9	94	87	30.5	31.8	27.8
Dec.	606	570	744	5.0	5.5	102	88	31.0	31.9	27.6
Oct.-Dec.	1,837	1,971	2,527							
Jan.	614	711	878	5.4	6.5	89	91	31.1	31.9	27.4
Feb.	619	686	879	5.2	6.0	96	96	31.6	31.7	27.4
Mar.	736	624	867	5.4	5.8	110	85	30.2	32.7	27.4
Oct.-Mar.	3,806	3,992	5,151							
Apr.		597	993		5.6		85		31.5	27.1
May		618	989		5.3		100		31.3	26.8
Jun.		520	930		4.8		91		32.1	26.9
Oct.-Jun.		5,727	8,063							
Jul.		493	888		4.5		87		31.0	27.5
Aug.		600	819		5.0		100		30.9	27.9
Sep.		537	787		4.8		91		31.3	28.5
Season		7,357	10,557						31.6	27.4

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 6 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.

SINGLE-STRENGTH PINEAPPLE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 5

ECONOMIC RESEARCH SERVICE

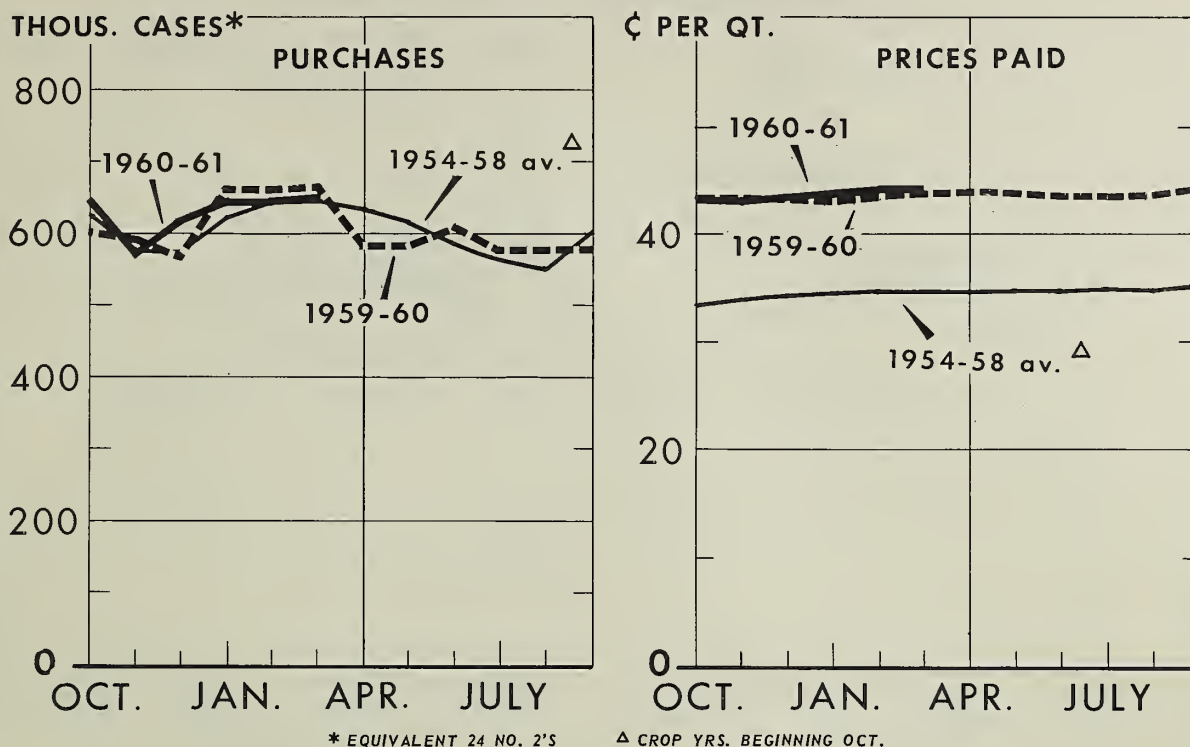
Table 6.--PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,214	975	1,301	9.6	9.2	102	88	27.6	31.4	28.7
Nov.	1,208	977	1,199	9.3	9.1	103	89	27.7	31.0	28.9
Dec.	1,232	907	1,128	9.6	8.8	106	86	28.0	31.7	29.2
Oct.-Dec.	3,654	2,859	3,628							
Jan.	1,255	986	1,235	10.7	9.9	99	84	28.3	31.1	29.0
Feb.	1,204	1,099	1,321	10.1	10.5	95	87	28.7	31.5	28.5
Mar.	1,188	915	1,315	10.0	8.6	98	90	29.0	31.8	28.6
Oct.-Mar.	7,301	5,859	7,499							
Apr.		933	1,281		8.7		90		31.1	28.7
May		940	1,246		8.5		93		30.7	28.7
Jun.		950	1,246		8.7		91		30.2	28.6
Oct.-Jun.		8,682	11,272							
Jul.		1,107	1,167		9.1		101		28.7	29.1
Aug.		1,090	1,221		8.8		99		28.8	28.8
Sep.		1,113	1,169		9.6		96		28.3	28.9
Season		11,992	14,829						30.5	28.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.
Equivalent cases 24 No. 2 cans...432 ounces per case.

PRUNE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 6

ECONOMIC RESEARCH SERVICE

Table 7.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

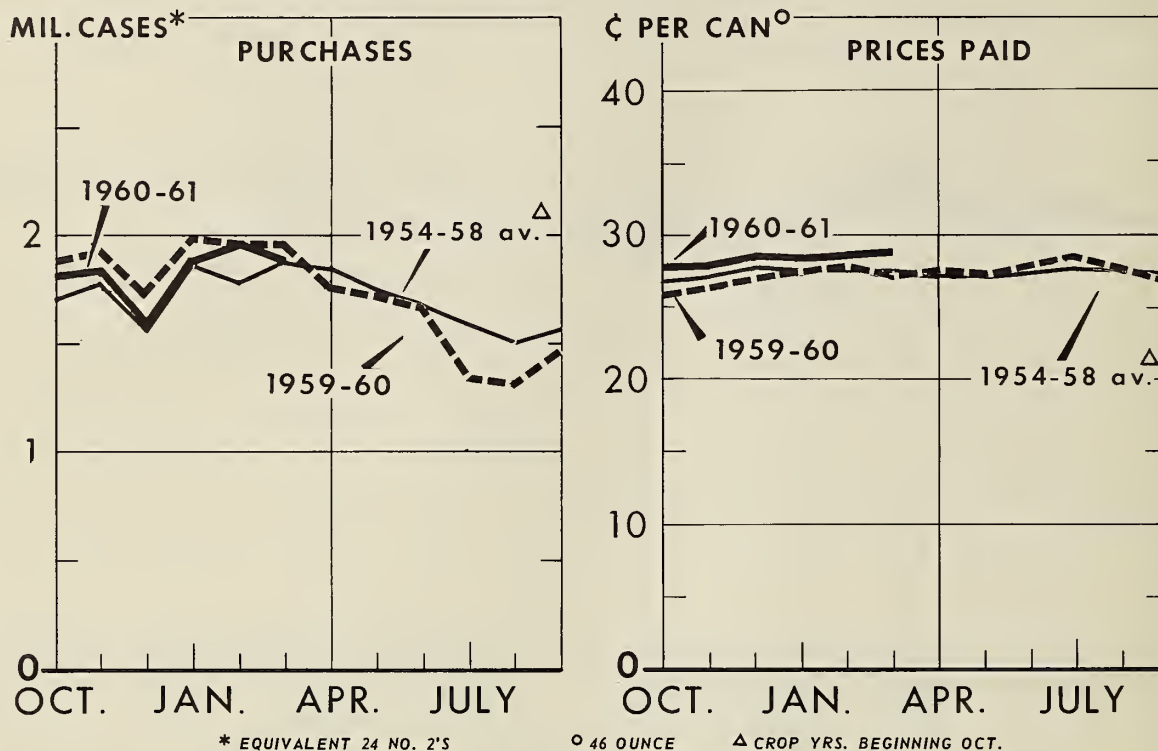
Period 1/	Total purchases 2/			Proportion of families buying 2/		Purchase per buying family		Prices paid per quart		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	648	601	625	7.3	6.8	72	73	43.3	43.4	33.3
Nov.	570	598	579	6.4	6.7	72	72	43.2	43.6	34.1
Dec.	620	574	576	6.4	6.6	78	72	43.5	43.3	34.3
Oct.-Dec.	1,838	1,773	1,780							
Jan.	643	666	628	6.9	7.5	78	72	43.9	43.2	34.4
Feb.	643	661	643	6.9	8.0	74	68	44.1	43.4	34.7
Mar.	648	668	647	7.2	7.8	73	71	44.1	43.7	34.6
Oct.-Mar.	3,772	3,768	3,698							
Apr.		583	635		7.0		68		43.9	34.6
May		582	617		6.2		77		43.9	34.7
Jun.		606	583		6.5		77		43.5	34.7
Oct.-Jun.		5,539	5,533							
Jul.		574	563		6.2		76		43.8	34.9
Aug.		574	554		6.5		74		43.8	34.9
Sep.		577	603		6.5		73		44.0	35.0
Season		7,264	7,253						43.6	34.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 7 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.

TOMATO JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 7

ECONOMIC RESEARCH SERVICE

Table 8.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

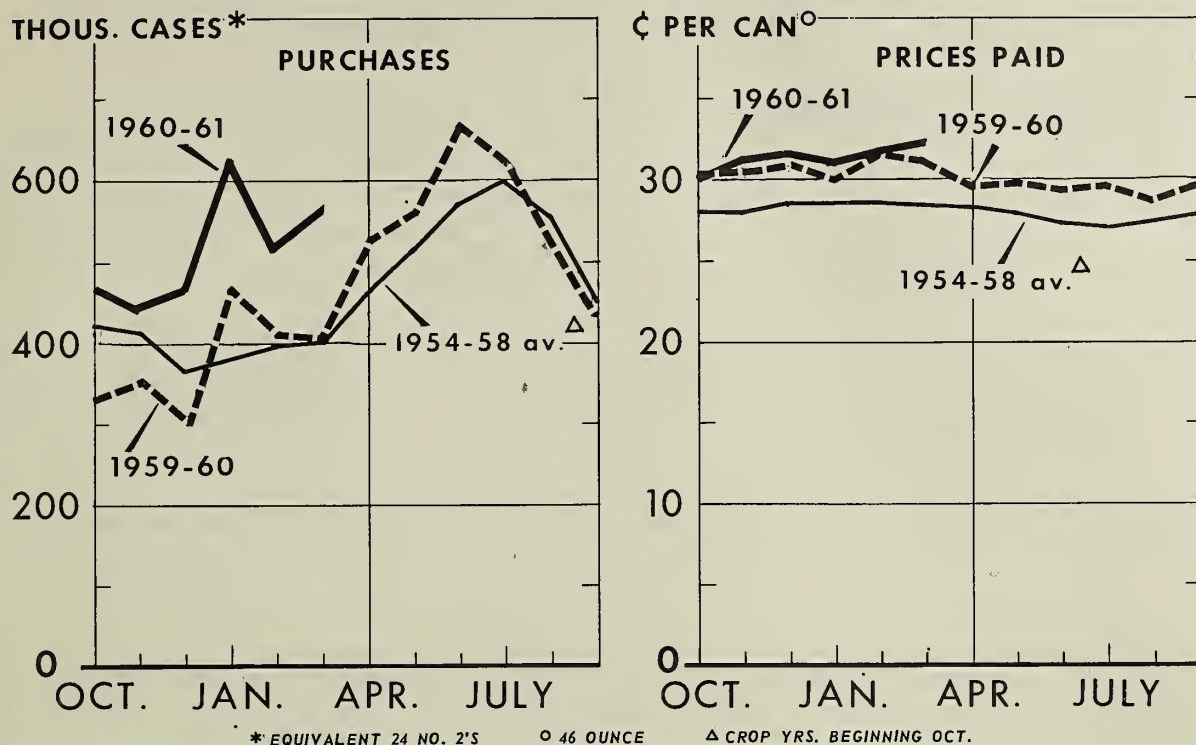
Period 1/	Total purchases 2/			Proportion of families buying 2/		Purchase per buying family		Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,815	1,875	1,690	15.2	16.1	98	99	27.8	26.0	26.9
Nov.	1,829	1,931	1,781	15.9	16.9	89	97	27.9	26.4	27.2
Dec.	1,580	1,718	1,573	14.7	16.3	90	90	28.5	27.2	27.8
Oct.-Dec.	5,224	5,524	5,044							
Jan.	1,871	1,989	1,860	16.8	18.5	88	88	28.4	27.5	27.7
Feb.	1,958	1,969	1,795	16.7	18.7	96	89	28.7	27.9	27.4
Mar.	1,854	1,958	1,889	16.6	18.0	94	92	28.6	27.3	27.4
Oct.-Mar.	10,907	11,440	10,588							
Apr.		1,741	1,853		16.5		88		27.6	27.2
May		1,712	1,757		15.8		92		27.4	27.1
Jun.		1,660	1,693		15.5		92		27.8	27.3
Oct.-Jun.		16,553	15,891							
Jul.		1,344	1,589		12.9		85		28.4	27.7
Aug.		1,341	1,505		13.3		82		27.6	27.6
Sep.		1,477	1,555		14.0		88		27.1	27.4
Season		20,715	20,540						27.3	27.4

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 5 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.

SINGLE-STRENGTH ORANGE DRINK

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 8

ECONOMIC RESEARCH SERVICE

Table 9.--SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

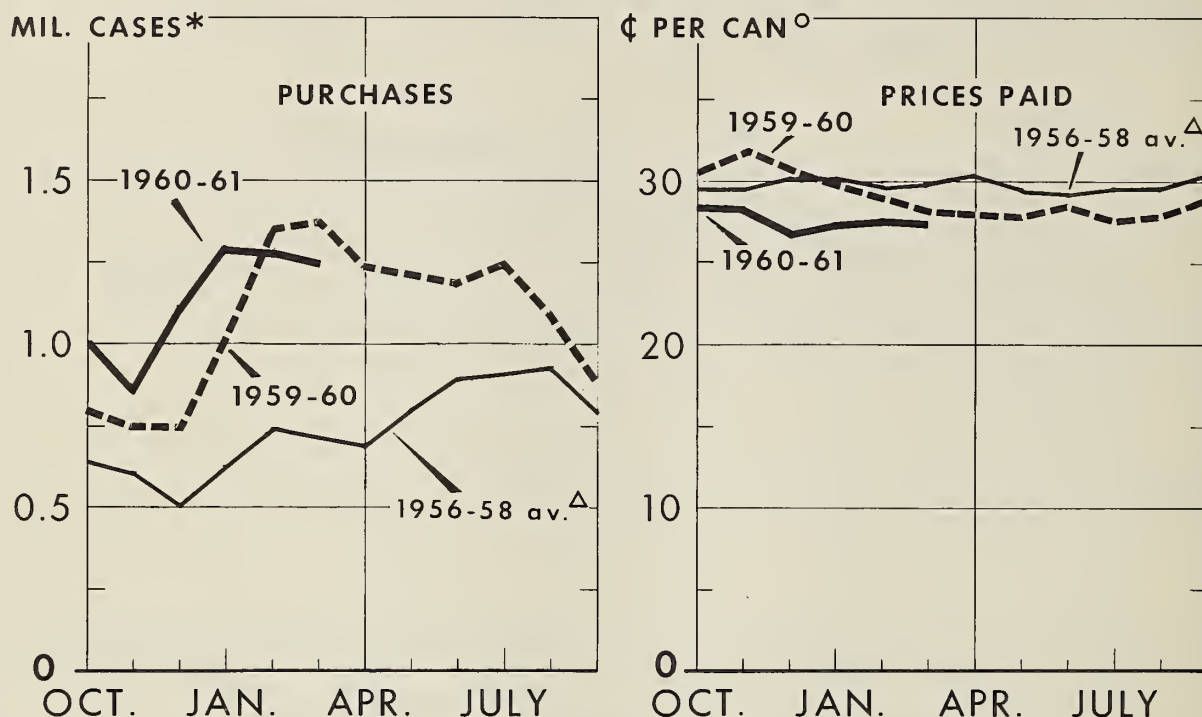
Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	469	331	422	3.3	2.3	117	117	30.0	30.2	28.0
Nov.	444	350	413	3.1	2.9	110	104	31.3	30.6	28.0
Dec.	466	301	365	3.3	2.4	113	107	31.6	30.9	28.6
Oct.-Dec.	1,379	982	1,200							
Jan.	628	466	384	4.5	3.4	111	109	31.0	30.0	28.6
Feb.	514	414	399	3.7	3.6	111	96	31.7	31.5	28.7
Mar.	561	404	403	4.0	3.3	112	106	32.2	31.2	28.4
Oct.-Mar.	3,082	2,266	2,386							
Apr.		524	466		3.7		115		29.8	28.2
May		563	516		3.8		124		29.9	27.9
Jun.		663	573		4.9		114		29.4	27.4
Oct.-Jun.		4,016	3,941							
Jul.		620	600		4.2		123		29.7	27.2
Aug.		528	557		3.9		114		28.8	27.4
Sep.		431	450		3.3		103		29.7	27.9
Season		5,595	5,548						30.0	28.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

Equivalent cases 24 No. 2 cans...432 ounces per case.

PINEAPPLE - GRAPEFRUIT DRINK

Consumer Purchases and Prices Paid



*EQUIVALENT 24 NO. 2'S

^o46 OUNCE.

△CROP YEARS BEGINNING OCT.

U.S. DEPARTMENT OF AGRICULTURE

Figure 9

ECONOMIC RESEARCH SERVICE

Table 10.--PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

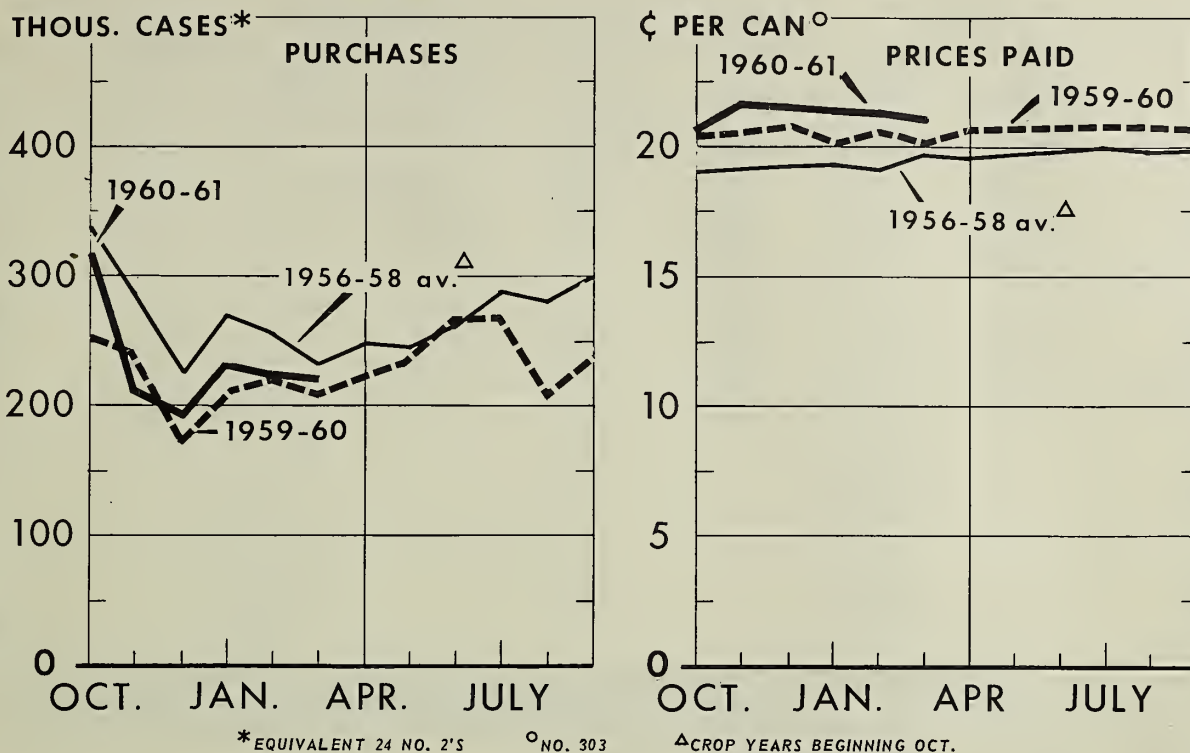
Period 1/	Total purchases 2/			Proportion of families buying 2/		Purchase per buying family		Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1956-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1956-58
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,012	801	643	7.2	6.9	118	97	28.5	30.7	29.6
Nov.	855	747	609	6.8	6.5	105	93	28.4	31.9	29.6
Dec.	1,115	749	506	7.6	6.3	123	100	26.8	30.8	30.2
Oct.-Dec.	2,982	2,297	1,758							
Jan.	1,302	1,018	628	8.9	8.7	124	97	27.4	29.9	30.2
Feb.	1,274	1,354	742	8.8	9.6	117	122	27.5	29.1	29.6
Mar.	1,254	1,388	717	8.3	9.9	129	118	27.7	28.3	29.9
Oct.-Mar.	6,812	6,057	3,845							
Apr.		1,235	688		8.8		115		28.1	30.3
May		1,216	812		8.8		115		27.9	29.5
Jun.		1,181	901		8.9		109		28.8	29.2
Oct.-Jun.		9,689	6,246							
Jul.		1,252	914		9.3		108		27.7	29.6
Aug.		1,097	939		8.5		107		28.0	29.6
Sep.		896	797		7.2		100		29.0	30.4
Season		12,934	8,896						29.0	29.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 5 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 10

ECONOMIC RESEARCH SERVICE

Table 11.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	1960-1961	1959-1960	Average 1956-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1956-58
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	318	252	337	5.1	4.5	57	53	20.7	20.5	19.0
Nov.	212	238	286	3.7	4.3	51	49	21.7	20.5	19.1
Dec.	193	174	227	3.4	3.6	51	46	21.5	20.8	19.3
Oct.-Dec.	723	664	850							
Jan.	234	210	270	3.9	3.7	54	52	21.4	20.2	19.3
Feb.	226	222	256	3.9	3.9	52	53	21.4	20.6	19.1
Mar.	221	209	233	3.9	3.5	52	57	21.1	20.2	19.6
Oct.-Mar.	1,404	1,305	1,609							
Apr.		220	249		3.9		52		20.5	19.5
May		237	248		3.7		61		20.5	19.7
Jun.		269	264		4.5		54		20.7	19.8
Oct.-Jun.		2,031	2,370							
Jul.		269	288		4.3		59		20.7	20.0
Aug.		208	282		3.5		54		20.8	19.8
Sep.		239	300		4.0		55		20.6	19.9
Season		2,747	3,240						20.6	19.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

Equivalent cases 24 No. 2 cans...480 ounces per case.

Table 12.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date 1/

Period 2/	Total purchases 3/		Proportion of families buying 3/		Purchase per buying family		Prices paid per 46-ounce can	
	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960
	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,458	1,379	18.0	16.8	67	70	36.5	37.8
Nov.	1,456	1,271	18.3	16.9	66	61	37.1	37.4
Dec.	1,510	1,291	18.2	16.9	66	63	37.1	37.6
Oct.-Dec.	4,424	3,941						
Jan.	1,462	1,495	18.6	18.5	64	69	37.9	37.1
Feb.	1,497	1,558	17.7	19.6	67	65	37.9	37.3
Mar.	1,569	1,562	19.0	18.7	66	71	37.9	37.1
Oct.-Mar.	8,952	8,556						
Apr.		1,513		18.7		68		37.4
May		1,555		18.8		67		37.3
Jun.		1,578		19.5		68		36.2
Oct.-Jun.		13,202						
Jul.		1,463		19.0		63		36.5
Aug.		1,316		16.9		65		37.3
Sep.		1,396		17.4		66		37.3
Season		17,377						37.2

1/ All juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 3/ October 1959-December 1960 estimates revised upward 7 percent to provide comparability with new sample. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date 1/

Period 2/	Total purchases 3/		Proportion of families buying 3/		Purchase per buying family		Prices paid per 46-ounce can	
	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960
	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,505	1,355	11.2	11.3	113	101	34.2	36.0
Nov.	1,307	1,293	10.1	10.5	109	102	34.5	36.1
Dec.	1,329	1,244	10.4	9.4	104	110	34.9	35.3
Oct.-Dec.	4,141	3,892						
Jan.	1,394	1,373	10.8	11.3	106	100	34.3	35.8
Feb.	1,530	1,495	11.4	11.9	109	106	34.1	35.5
Mar.	1,554	1,462	11.3	12.0	114	104	34.4	35.4
Oct.-Mar.	8,619	8,222						
Apr.		1,589		12.0		111		35.0
May		1,894		14.2		113		34.0
Jun.		2,149		15.9		111		34.0
Oct.-Jun.		13,854						
Jul.		1,787		13.1		110		33.8
Aug.		1,672		12.4		112		34.1
Sep.		1,539		12.0		102		34.4
Season		18,852						34.8

1/ All drinks other than orange and pineapple-grapefruit. 2/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 3/ October 1959-December 1960 estimates revised upward 13 percent to provide comparability with new sample. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 14.--TOTAL SINGLE-STRENGTH CANNED JUICES AND CANNED FRUIT DRINKS: ^{2/} Consumer purchases, percentage of families buying, and purchase per buying family, October 1959 to date

Period ^{1/}	Juices				Fruit drinks			
	Total purchases ^{2/}		Proportion of families buying	Purchase per buying family	Total purchases ^{2/}		Proportion of families buying	Purchase per buying family
	1960-61	1959-60	1960-1961	1960-1961	1960-61	1959-60	1960-1961	1960-1961
	cases	cases	Percent	Ounces	cases	cases	Percent	Ounces
Oct.	6,594	6,229	NA	NA	2,986	2,487	NA	NA
Nov.	6,360	5,999	NA	NA	2,606	2,390	NA	NA
Dec.	6,215	5,786	NA	NA	2,910	2,294	NA	NA
Oct.-Dec.	19,169	18,014			8,502	7,171		
Jan.	6,452	6,868	44.1	118	3,324	2,857	20.0	137
Feb.	6,566	7,039	43.4	125	3,318	3,263	20.1	137
Mar.	6,616	6,691	43.7	123	3,369	3,254	19.6	145
Oct.-Mar.	38,803	38,612			18,513	16,545		
Apr.		6,198				3,348		
May		6,189				3,673		
Jun.		6,115				3,993		
Oct.-Jun.		57,114				27,559		
Jul.		5,714				3,659		
Aug.		5,630				3,297		
Sep.		5,816				2,866		
Season		74,274				37,381		

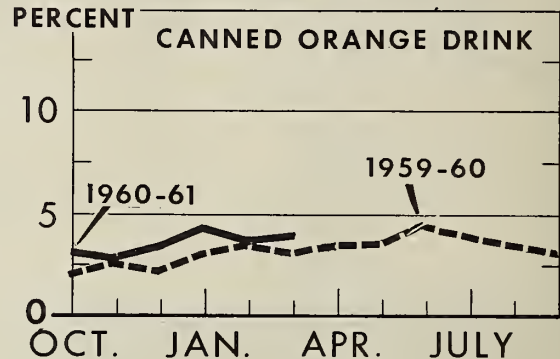
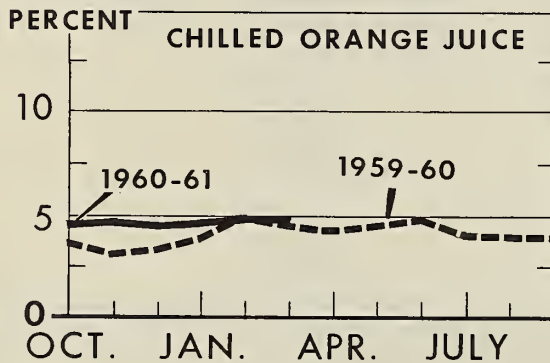
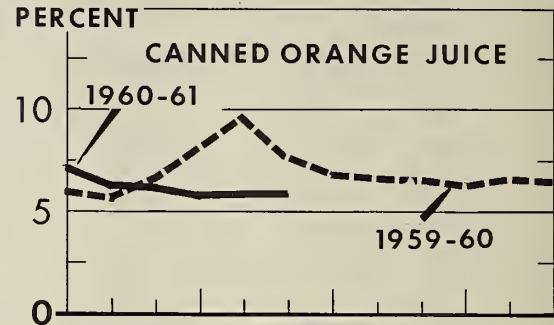
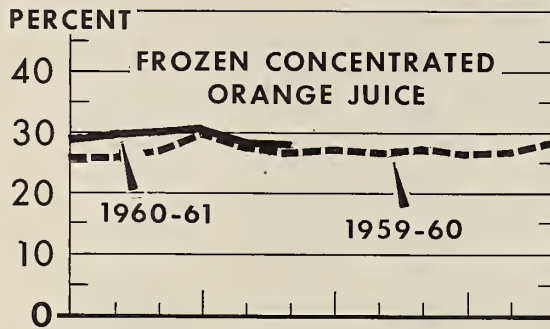
^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. ^{2/} October 1959-December 1960 data revised. Equivalent cases 24 No. 2 cans...432 ounces per case. NA - not available.

Table 15.--Consumer purchases of selected citrus products as equivalent boxes of fresh oranges and fresh grapefruit, October 1959 to date

Period ^{1/}	Oranges						Grapefruit			
	Frozen concentrate		Canned single-strength juice		Chilled juice ^{2/}		Canned single-strength juice ^{3/}		Canned sections	
	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Oct.	3,774	2,996	474	375	365	274	480	570	221	182
Nov.	3,668	3,045	417	356	395	280	432	463	148	172
Dec.	3,731	3,376	390	435	367	273	449	420	139	126
Oct.-Dec.	11,173	9,417	1,281	1,166	1,127	827	1,361	1,453	508	480
Jan.	3,654	3,988	350	592	358	309	449	533	163	145
Feb.	3,579	3,789	372	618	391	370	452	514	151	153
Mar.	3,451	3,883	358	559	399	382	538	468	148	144
Oct.-Mar.	21,857	21,077	2,361	2,935	2,275	1,888	2,800	2,968	970	922
Apr.		3,619		485		363		442		153
May		3,503		457		394		458		165
Jun.		3,516		468		393		385		187
Oct.-Jun.		31,715		4,345		3,038		4,253		1,427
Jul.		3,414		428		331		365		187
Aug.		3,279		414		316		445		145
Sep.		3,651		418		319		398		166
Season		42,059		5,605		4,004		5,461		1,925

^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. ^{2/} Based on yield of canned single-strength orange juice. ^{3/} October 1959-December 1960 estimates revised.

PERCENTAGE OF FAMILIES BUYING ORANGE PRODUCTS

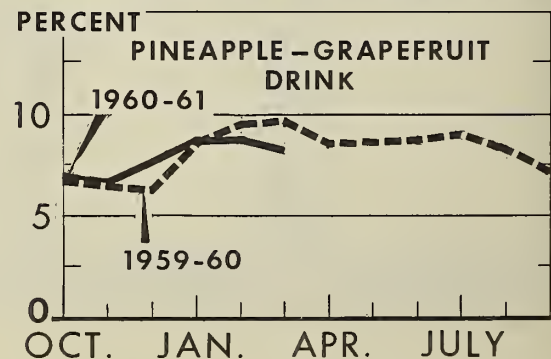
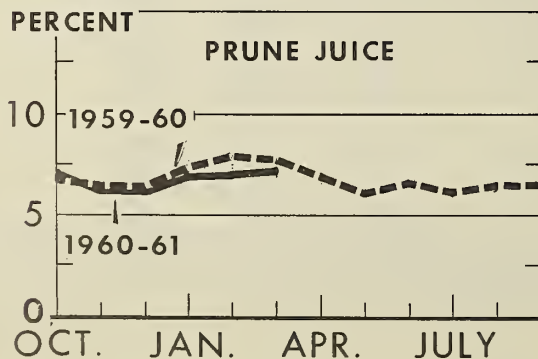
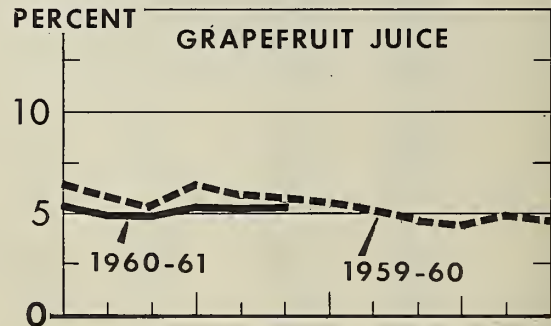
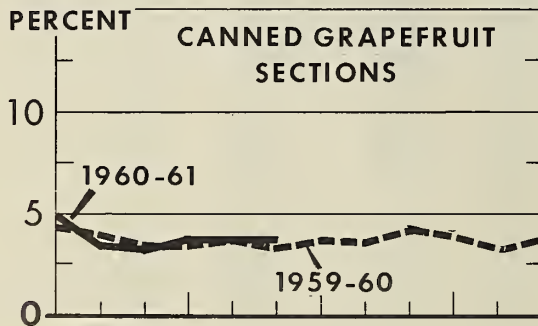


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Figure 11

ECONOMIC RESEARCH SERVICE

PERCENTAGE OF FAMILIES BUYING GRAPEFRUIT AND OTHER PRODUCTS



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Figure 12

ECONOMIC RESEARCH SERVICE